ReOPEN Asbury Park

(Realizing Opportunities for Public Enjoyment of Neighborhoods)

Business & Community Recovery Strategy

#BeVocalBuyLocal
#TurnMeOnAP

June 10, 2020
OPEN Streets for People Business Recovery Opportunity
Within phases, as permitted by the State of New Jersey, businesses will begin to reopen.
Goals

1. Expand capacity for restaurant, retail and services
2. Utilize public space as a mechanism to allow people to maintain social distancing
3. Provide opportunities for residents to safely enjoy their neighborhoods

ReOPEN Plan was developed with input from City Council, City Staff, City’s Business Committee and Asbury Park Chamber of Commerce in a very short timeframe
Previous Open Streets Programs

Better Block 2017

Downtown Parklet 2019

Demonstration Parklet 2017

Asbury Park ALIVE! 2019
Pilot Program

• Implement open streets on a temporary basis – enable use of streets for café and retail zones as well as recreation and social distancing

• Make changes as needed

• Measure impact
  • Number of patrons utilizing space
  • Impact on business
  • Impact on community
Business Recovery

• NJ Governor issued Executive Order #150 permitting reopening of specific businesses

• NJ Department of Health issued Executive Directive No. 20-014 outlining requirements

• NJ ABC issued SR 2020-10 outlining requirements for serving alcohol in expanded areas

• NJ Governor issued Executive Order #152 permitting indoor gatherings 25% of a building’s capacity or 50 people, whichever is lower
Expanded Capacity

- Expand outdoor capacity through November 30\(^{th}\)
- Provide several options for expanding capacity that allow flexibility
  - Expanded use of sidewalks
  - Use of public streets
  - Use of private property/parking lots
- 6-foot separation must be met between tables and for any lines of patrons
Central Business District
Business Recovery Zone

Phase 1
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CBD Business Recovery Zone
Phase 1
Cookman Ave – Cross Section

Dining & Retail Space

11’
Dining & Retail Space

20’
Pedestrian Walkway

11’
Dining & Retail Space

Dining & Retail Space

Made with Streetmix
Outdoor Dining and Retail

• On closed streets, businesses may utilize contiguous sidewalk and street space

• Pedestrian walkways for pedestrians only
  • Must be clear of sandwich boards, planters, host stations and anything else

• At a minimum, chairs must be stored each night – no seating after 10pm
Vehicular Access

• City deploys barricades for closures and posts no parking signs

• No vehicles would be able to access the closed areas between Thursday 3pm and Sunday 7pm

• Non-motorized vehicles (bikes, scooters) are prohibited from operating through closure area

• Deliveries can be done from side streets or may need to be rescheduled
Features

• Any amenities installed in the closure zone (planters, tables, chairs, umbrellas, benches and other barriers) shall be installed, insured and maintained by each business.

• Temporary ADA ramps must be provided by businesses to connect sidewalk to street.

• Use of umbrellas permitted – all other shade coverings prohibited.

• No open flames, light emitting devices, gas-powered devices and food storage and preparation devices.
Food and Beverage

- Restaurants provide reserved table service
- Seating areas must be defined by ropes, planters or decorative barriers
- Last reservation for seating must be no later than 8:30pm – all tables must be cleared by 10pm
- Alcoholic beverages may be served through extension of premises licenses at seated tables ONLY
- NJ State ABC has created a new COVID-19 Expansion Permit through ABC’s POSSE Online Licensing System [www.nj.gov/oag/abc](http://www.nj.gov/oag/abc)
- Security plan must be provided by the applicant
Events and activities

• Events/large gatherings are prohibited in accordance with Governor’s Executive Orders
• Public art is encouraged but must be removed at the end of each closure period
• No music of any kind is permitted
Waste Removal and Maintenance

• All restaurants and retail must dispose of their own waste using respective collection services
• All restaurants and retail must keep any portions of street and sidewalk clean
• All restaurants and retail must submit a Litter Control Plan, including a description of the number and location of trash receptacles, when trash and recycling will be picked up and the frequency with which the outdoor dining area will be policed for litter
• Additional DPW staff may be provided for emptying City garbage receptacles
Fire Department Requirements

• All fire hydrants must have a clear access path from the street.

• All FDCs (Fire Department Connections) must have a clear access path from the street.

• No tables/displays can be set up in the cartway surrounding the center island in Press Plaza.

• Fire lanes must be maintained
  • 20 feet – center of Cookman
  • 12 feet – east side of Emory
  • 12 feet – north side of Mattison
Loading Zones

• During the closure, loading zones will be designated for deliveries and curbside pickup only
  • Bangs Avenue
  • Bond Street
Parking

• Closures would result in reduction of parking spaces – however if restaurants do not reopen, they would not be filled anyway

• Strongly encourage patrons to utilize Bangs Ave Garage capacity
Expanded Dining/Retail Process
Expanded Dining/Retail

Phase 1

- Boardwalk restaurants may resume use of café license space on the Asbury Park Boardwalk – no expansion from previous approvals
- Rooftop outdoor dining is permitted throughout City (if already an established use)
- Other areas with excess property/off-street parking
  - Temporary expansion of use for outdoor dining permitted
2020 Outdoor Dining & Outdoor Retail Sales Temporary Permit

• Applicants are able to expand the footprint to adjacent storefronts if business/owner permission is documented

• Businesses may utilize private property and/or parking lots for outdoor dining/retail without additional zoning approvals

• Must comply with all provisions of EO #150 and DOH Executive Directive No. 20-014 – Monmouth County Health Department will inspect
2020 Outdoor Dining & Outdoor Retail Sales Temporary Permit

• Usage fees are waived for 2020 – application fee must still be paid; paid licenses will be credited for 2021

• Operating hours – 7:00 a.m. to 10:00 p.m.

• Required submittals
  • Description of items to be placed in the public right-of-way (i.e. tables, chairs, display racks, etc.)
  • Schematic diagram that includes exact dimensions of space requested (6-foot dining table spacing)
  • Certificate of Insurance ($1 million)
  • Hold Harmless agreement

• Applicants must have paid mercantile license
Application form will be live on June 11, 2020

http://www.cityofasburypark.com/reopen
Prospect Avenue Opening

Phase 1
Prospect Avenue Opening

Phase 1
Prospect Avenue Opening

• Allow residents to walk, bike, skate in the street
• Potential for programming that does not foster gathering in large groups
“Slow Streets”

Phase 1
• Third Avenue between Ridge Avenue and Langford Street
• Fifth Avenue between Bridge Street and Langford Street
“Slow Streets”

- Close streets to through traffic (local traffic only)
- Allows pedestrians/cyclists to utilize more of the street and slow traffic